Bridging the Gap: 
Transforming the Knowledge Worker Experience with RIM

Successful RIM programs master competing interests by addressing the requirements presented by paper and electronic records as well as structured and unstructured content. These successful programs are fluent in communicating across all organizational levels and to all employees, regardless of employee tenure or expertise. Despite best intentions, RIM programs can struggle communicating their value beyond achieving compliance objectives.

Join us at our annual seminar as we explore how transforming the knowledge worker experience with best practices in RIM can generate enhanced value. We will review the challenges facing knowledge workers in today’s RIM world, the role of IM strategies and technology in addressing issues, and ultimately how the future behavior of knowledge workers can be shaped.

When: February 21, 2013 
Time: 8:00 AM to 3:00 PM 
Location: Embassy Suites, 7750 Briaridge, San Antonio, Texas 78230 
Register Online at: ARMASanAntonio.org 
Cost: $99—upon registration you will be entered for an iPad drawing give away--must be present to win!

Knowledge Worker: The term was first coined by Peter Drucker as one who works primarily with information or one who develops and uses knowledge in the workplace.

Who should attend this seminar? You!

- Records and Information Management Professionals at all levels
- Compliance Professionals at all levels
- Information Technology Professionals at all levels

Session Information:

1] “At the Crossroads”
This opening session will frame the leading challenges encountered by RIM programs as they strive to gain a more strategic position.

John Rhoades, Vice President, Strategy, Access Sciences, will discuss:
  o Key attributes associated with developing an organizational strategy
  o Tools for assessing and enhancing the business value of RIM
  o Trends shaping the strategic intent of RIM programs
2] "Turning Your Organization's Information into Knowledge; Converting that Knowledge into Accelerated Results"
With information hitting employees at every turn, how can they know when to tune-in? Which information is most valuable? How do they cull out the noise and use the right information? And, if you are one of the lucky ones responsible for managing information in your organization, how can you possibly tame that information beast and pragmatically provide what your knowledge workers need?

Anne G. Tülek, President, Access Sciences, will equip participants to:
- Describe today's typical knowledge worker ecosystem
- Share governance principles for making that ecosystem as productive as possible
- Articulate components of an information management roadmap
- Describe activities and tools that can increase your organization's speed of adoption and thus enhance your business outcomes

3] "Beyond Governance: Driving User Adoption Through Integrated, Sustainable Technology Solutions"
Companies are facing a myriad of choices as they strive to advance the effectiveness of their knowledge workers. The end user environment must coexist with legacy systems, but also provide an open and easy to use interface that is amenable to future systems integration. Sustainable solutions take advantage of the latest software features and functions but need to be adaptable to new releases and the addition of new capabilities. This session will focus on the challenges of integration and creating a technical environment that is assimilated with existing legacy systems, while providing advanced usability and real-time access to data from a litany of sources.

Glen Hilford, Director, Access Sciences, will share insight on how you can:
- Provide a foundational infrastructure in a governed environment
- Provide personalization and security through data driven measures
- Improve business process management to enable and empower users
- Watch it grow as successes begin to take hold

4] "Rock, Bamboo, or Sponge: Techniques for Managing Change in the Knowledge Worker Ecosystem"
Implementing new processes and information management technologies in the knowledge worker ecosystem requires a deftness and skill commonly at odds with how the change is characterized. How often have you heard the refrain that collaborative technologies, for example, should be so easy and intuitive that little to no training is required? The assumption here is that knowledge workers will simply receive streamlined tools modeled on how they work and the business results will magically appear. The problem with this assumption is that knowledge workers have a highly evolved capacity to resist change.

John Rhoades, Vice President, Strategy, Access Sciences, will provide perspective on how you can:
- Identify factors impacting the pace at which change can be implemented
- Describe profiles that help create a shared understanding of change
- List the key components of a change strategy
- Define key success factors for implementing change within the knowledge worker ecosystem